

# THE QUILL



February

## Bylines in This Issue

**O** HIO newsmen are not happy over a proposal to bar photographers from all courtrooms in the state, even during recesses in trials. Proposed by the state bar association, this canon for judges' guidance is due to be passed on by the state's supreme court this year. It is the old story of an apparent conflict between the First and Sixth Amendments.

**Norman H. Dohn**, like other journalists, believes there can be compromise short of a sweeping ban that will still preserve the right to a fair trial. The *QUILL* agrees, and is happy to publish Norman's case for Ohio newspapers and radio and television in "A Blackout for Cameras in All Ohio Courtrooms" (page 5).

Norman is both reporter and telecaster. After four years covering police, city hall and courthouse beats for the *Columbus Dispatch*, he has divided the last year between feature writing and a daily television news show, the *Dispatch Globe Trotter*. Before joining the *Dispatch*, he taught English and journalism at his alma mater, Otterbein College, and handled its news bureau.

He is a veteran of World War II, in which he was a first lieutenant in the Medical Administrative Corps attached to the 7th Air Force. After service, he took an MA degree in journalism at Ohio State University. He is currently a candidate for a Ph.D. in American history at Ohio State.

**A** LTHOUGH Dr. **John A. Buelke**, Associate Professor in Elementary Education at Western Michigan College of Education, Kalamazoo, gives readers of *The QUILL* a highly critical outside view of some aspects of journalistic practices in "Newspaper Mind: Model or Menace?" (page 6), his background includes some activity within the profession. As a free lance photographer he once handled assignments for the *Milwaukee Journal* and *Sentinel* and the *Sheboygan (Wis.) Press*.

He also has worked as a farm laborer, clothing salesman, shoe clerk, weight clerk, mason, carpenter, and truck driver. And he has been a teacher for more than twenty years.

He was born on a Plymouth, Wis., dairy farm which his parents still operate and began teaching in a one-room rural school in 1931. He became principal of the city elementary school at Edgerton, Wis., in 1940; and taught or was principal of schools at Ripon

and Sheboygan, Wis., until he was appointed an assistant professor of education at Geneseo (N.Y.) State Teachers College in 1947. He took his present position in 1949.

Dr. Buelke received his B.S. degree from Wisconsin State College, Oshkosh, in 1940, his M.A. degree from Northwestern University in 1943, and his Ed.D. degree from the University of Cincinnati in 1952.

Much of the material for his article stems from research into "The Editorial Treatment of Major Problems in Education by Selected American Newspapers, 1945-49" for his doctor's degree. He is the author of other magazine articles on educational topics.

**H**OW is India's press meeting its greatly increased responsibility of helping to guide this "sub-continent" along its way to independence? What

does it lack, technically and professionally? **THE QUILL** asked **Roland E. Wolseley**, American newspaperman and educator who has now spent a year there organizing a school of journalism.



R. E. WOLSELEY

His experiences at Hislop College, Nagpur University, and his opportunities to travel in India and meet Indian newspapermen brought a frank and constructive answer in "How India Could Improve Its Press" (page 8). The Indian journalist's handicaps are many, he reports. They range from those of many languages and dialects and of illiteracy to lack of the practical means to do his job.

Professor Wolseley is on leave, as a Fulbright lecturer, from Syracuse University where he heads the magazine section in its journalism school. He is the author of some journalism texts which have gone into their third and fourth editions.

His last article in *The QUILL*, published in May, 1951, was on "Those Little Magazines" and later appeared as part of his book, "The Magazine World." His current article, incidentally, is an anniversary one. He first appeared in *The QUILL* just twenty years ago.

Professor Wolseley is a Northwest-

ern University graduate who taught at its Medill School of Journalism and edited daily newspapers in Evanston, Ill., and Reading, Pa. In 1948 he was president of the American Association of Teachers of Journalism. He has practiced what he teaches by writing some 350 articles for magazines.

**W**HILE the Ohio Supreme Court has not yet acted on a canon proposed by the state bar association to prohibit all picture taking in courtrooms, even during recess, one judge recently put it briefly into effect. This month's cover picture was one result and the judge later relaxed his rule. The shot of a deputy sheriff barring Lloyd Flowers of the *Columbus Citizen* was taken by a fellow photographer, Rodger Hamilton of the *Columbus Dispatch*. See Norman H. Dohn's article on page 5.

**F**OR the last ten years **Robert O. Foote** has been literary editor of the *Pasadena Star-News*, conducting a Sunday book page that is one of the most respected on the Pacific Coast and which has won several national awards. Before that he reports that he, too, was a newspaperman.

He is a veteran of newsrooms across the nation and likes to say he got his education there, after a year of college, at Iowa State. He has held many jobs, such as drama critic of the *Los Angeles Graphic* and managing editor of the *Richmond (Va.) Journal*. He can tell of long labor in the Hearst vineyard and has been string correspondent at intervals in California for such Eastern papers as the *New York Times* and *Baltimore Evening Sun*.

For a long period Mr Foote was sports editor of the *Pasadena Star-News*; one day, he reports he was caught reading a book on the paper's time and promptly became book and drama editor, a position for which he holds he is particularly fitted, never having written a novel or a play.

Mr. Foote has been a frequent contributor to a long line of magazines as varied as *Town and Country* and *Nation's Business*. Digging into ancient "jest books" in Huntington Library, he found data supporting his theory that the favorite joke of all time and all peoples is that there are two sexes—a conclusion he embodied in an *Esquire* article, "Who Was Joe Miller?" which has made anthologies of humor.

Obviously his article in this month's *QUILL*, "No Novel in a Newsroom? Maybe Here's Why" (page 7), comes by its ring of authority, as well as its irony, honestly.

# From Quill Readers

Editor, The Quill:

I am taking occasion to comment on the current QUILL and supplement. I think the January issue is one of the most informative and thought-provoking for quite some time. "Sigma Delta Chi Reports on Freedom of Information" and Barry Bingham's and Adlai Stevenson's tributes to Elijah Lovejoy will, in my opinion, stand out as landmarks in the publishing efforts of The QUILL.

Robert E. Johnson, City Editor  
Atlanta, Ga. *Daily World.*

Editor, The Quill:

I don't write many letters to the editor but here goes one. Your editorial in the November issue, "He's Not a Shipping Clerk," caught my eye and led me to Merritt Johnson's piece on the copydesk. I hadn't read The QUILL for a long time, but I will from now on.

I first began admiring the copydesk in 1913 while on the Indianapolis News.

Dan L. Beebe  
Editor and Publisher,  
The Mercury-Register

Oroville, Calif.

Editor, The Quill:

Thank you for the refreshing, encouraging article by Robert W. Cooper on the need for a corps of true international journalists ("International Journalism Awaits a New School of Men"—November, 1952). His philosophic comfort and understanding reaffirmed and strengthened my own feeling that there is a niche and future for the sincere journalist.

Louis Alexander,  
(On military leave from the  
Houston Chronicle)

Harlingen Air Force Base  
Harlingen, Texas

Editor, The Quill:

I hope you won't think I'm presuming on recent authorship ("Let the Press Conference Decline and Fall: He'll Have No Regrets"—November, 1952) if I say that I think The QUILL has come a long way in the last few years. I look forward to every issue and I'm never disappointed.

J. F. terHorst,  
Quantico, Va. Captain, USMCR

THE QUILL for February, 1953



Advertisement

## From where I sit by Joe Marsh

### Just a Little "Outdated"

Back in December we sent out our yearly calendar. It listed the last date for renewing drivers' licenses, and things like the dates for registering to vote, when the hunting and fishing seasons open—even suggested you note down the wife's birthday, too.

*I figured dates like these were important to keep in mind—and this was a good way to do it. Unfortunately, it now turns out I never really paid close attention to my own calendar!*

Not 'til today that is—so here I am, not able to drive the car this weekend until I get my driver's license renewed on Monday!

*From where I sit, I guess good advice, like charity, should begin at home. I'm always advising all of you to worry less about your neighbors (what they do, or say, and whether or not they should enjoy a temperate glass of beer) and pay more attention to whether you yourself are doing the right thing. Guess I'll "make a note" to follow my own formula!*

*Joe Marsh*

Copyright, 1953, United States Brewers Foundation



# THE QUILL

A Magazine for Journalists

Founded 1912

Vol. XLI

No. 2

## Space, Time and Again Space

It started out, for a dozen or more of us, with dinner and talk of Paris and Rome, Tunisia and Egypt. The guest of honor was a foreign correspondent, home on leave. The object was background for the stay-at-homes. It ended later—much later than I had planned—with a surviving four of us in give-and-take shop talk.

Not that anyone was cheated on the principal purpose of the evening. Desk men and reporters and editorial writers asked questions of the correspondent. He asked questions of us. I seem to remember that at one time I filled him in on some Middle Western views on the McCarran-Walter Act that were not emphasized in the 319 page report of the President's Commission on Immigration and Naturalization.

But in the later hours, the correspondent learned the how and why of some things that happen to his copy. (And let me make it quite clear now that he is both a competent reporter and a gifted writer.) The telegraph editor and the head of the copydesk learned some things from the correspondent. As an editorial writer, I took my share of beating from all three.

I wish I could give you a transcript—properly edited, of course. A lot of our shop talk boiled down to one eternal problem for any group of newspapermen, how to get a story in the paper in such form that it will be instructive, interesting, accurate—and not very long.

I don't remember that we solved this problem. But I came away with some ideas of my own reinforced. Some editors might say that I came away with my prejudices unshaken. One of these ideas is that in the pursuit of variety and novelty, we too often not only fail to make important news understandable but neglect also to follow it through.

Even when we do follow through, we may do it with such paucity of detail that the reader must be as baffled at the time as I am later when I go to the morgue in search of editorial background and read the clippings trying to find out what really did happen. When I complained about this, I got a tart answer from the telegraph editor:

"We had it. But it was filed on my spike and that goes to the paper bailer, not the library."

I have handled telegraph news and I knew what he meant. I also knew what the boss copyreader meant when he told the correspondent why some of his copy appeared in the paper denuded of the phrases that might set it apart as writing and the qualifications that can make the difference between accurate reporting and inaccurate reporting. Space, time, and again space.

I am acquainted with those tyrants too. I have done

my share of copyreading and makeup. I am a tough enough newspaperman to join the brag that there is nothing I cannot trim. And add hypocrisy to insensitivity by asserting that my trims probably "improve" what has actually been wounded if not mortally injured.

If trimming really improves copy, it cannot have been the best copy to start with. I will admit that far too much of mine, as well as that of other newspapermen, is not the best copy of which we are capable. And much of the reason lies in the phrase I used a few paragraphs back—space, time, and again space.

You have to keep a skeleton so you cut away the soft tissue that is the difference between Miss America and the girl who shouldn't wear a bathing suit. Not that I am under any illusion that mere length is any guarantee of quality. I have also heard about the man who wrote a long letter because he didn't have time to write a short one. If it isn't space, it's time.

These harsh realities can never be eliminated on a newspaper. Their pressure is as great or greater today than ever. And any publisher has a ready retort. He can point to the soaring cost of everything from paper to overtime pay.

PERHAPS one answer lies in fewer news stories and better ones. In a selectivity that does not load the table with a smorgasbord of all the odds and ends of available news but concentrates on fewer and choicer dishes. This would give more space for the good stories and their sidebars and more time to write and edit them.

It might even be applauded by some of the customers who read the same petty accounts of the same petty events from day to day and find variety only in names and addresses. I know this is heresy. But I too have counted the number of separate items on page one and raised my weary cheer over a new high in futility.

If we must continue to write it short and edit it quickly, we can at least make one resolve. That is to learn and care as much as possible about what we can do within these limitations. This will show in readability and accuracy of copy and finish and balance of editing. And this is as good a place as any to confess that I am not impressed by the journalistic nonchalance that holds that once it's in type there is no point in further fretting.

Sooner or later I am going to have my fingers crushed reaching into a press to improve a phrase or nail down a fact. I will count it an honorable wound, not a mark of weakness. A journalist cannot afford that rumored prerogative of a successful executive. He needs to be right—and this includes readable—much more than 51 per cent of the time.

CARL R. KESLER

**Editor**  
CARL R. KESLER  
**Managing Editor**  
KEN CLAYTON

**Associate Editors**  
JOHN T. BILLS  
JOE T. COOK  
JULIEN ELFENBEIN  
DICK FITZPATRICK  
A. GAYLE WALDROP  
LEE A. WHITE

**Business Manager**  
VICTOR E. BLUEDORN

**Publication Board**  
LEE HILLS  
CHARLES C. CLAYTON  
JOHN M. MCCLELLAND JR.

THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi, Professional Journalistic Fraternity. Entered as second-class matter at the Post Office at Fulton, Mo., under the act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. SUBSCRIPTION RATES—One year, \$3.00; single copies, 30c. When changing an address, give the old address as well as the new. Address all correspondence to the Chicago office. OFFICE OF PUBLICATION, 1201-5 Bluff Street, Fulton, Mo. ADVERTISING, BUSINESS, AND CIRCULATING OFFICES, 35 East Wacker Drive, Chicago 1, Ill. EDITORIAL OFFICE, 138 South East Ave., Oak Park, Ill.



*The picture grows more and more important as a means of reporting news. While journalists recognize everyone's right to a dignified trial, they are protesting a proposed bar association canon that could result in*

## A Blackout for Cameras In All Ohio Courtrooms

By NORMAN H. DOHN

**T**HE lengthening shadow of news censorship continues to creep over the nation despite the concerted effort of major journalistic organizations to preserve a free press and win for the public a maximum freedom of information.

A backward step in this age-old struggle was revealed recently in Ohio with the disclosure that the Ohio Supreme Court has been asked to adopt a rule which would prohibit the taking of photographs in all courtrooms at any time.

The rule was recommended by the Ohio State Bar Association as one of the "Canons of Judicial Ethics" proposed by the lawyers in a meeting at Cleveland last May. Buried among a lot of other rules bearing on conduct of lawyers and the trials of cases, it was given no publicity or opportunity for public discussion until it was handed to the Ohio Supreme Court six months later.

The Ohio Supreme Court, it should be explained, has authority to set up rules of conduct for lower courts. While such rulings are not necessarily binding and each judge is still final arbiter of procedure in his own courtroom, canons adopted by the state bar association and approved by the supreme court are customarily followed almost to the letter.

The proposed rule contains only two sentences. The first reads:

"Proceedings in court should be conducted with fitting dignity and decorum."

With that no one can disagree. Nor can one quarrel with the right of individual judges to lay down rules regarding the activities of photographers, reporters, or broadcasters during individual court actions.

It is with this second sentence of the proposed ruling, however, that newspapermen vehemently disagree:

"The taking of photographs in the courtroom, during sessions of the court or recesses between sessions, and the broadcasting of court proceed-

ings are calculated to detract from the essential dignity of the proceedings, degrade the court and create misconceptions with respect thereto in the mind of the public and should not be permitted."

One immediate effect of such a rule would deny to the public the right to all photographic information on any trial, regardless of its importance. What's more, how can the taking of pictures during court recesses, when the judge is not on the bench, "degrade" the court? Certainly our courts will be far more degraded if they lapse into star chamber sessions.

Our laws, both state and federal, guarantee citizens the right of public trial. The public can attend court sessions. The only limits are the capacity of the courtroom and the long recognized right of judges to clear the courtroom during the taking of testimony so vulgar it should not be heard by the public, or testimony that might prejudice rights of the defendant.

**S**INCE, as a practical matter, relatively few members of the public attend most trials, newspapers argue that they have not only the right but the duty to report what goes on in court.

And since the pictorial side of journalism has become of primary importance—and promises to become even more so—if the present rules should be changed, let them be altered in accordance with today's realities.

Enforcement of such a rule would set a dangerous precedent. It could lead to other extremities, such as prohibiting pictures in corridors outside courtrooms or principals and evidence in any place as long as the trial is in progress. One can even see the possibility of such a provision eventually leading to the barring of reporters.

There weren't many newspapers when the provision for a public trial was written, but the newspaper is still the primary means of obtaining information for the public. Any information that is denied the newspaper



Norman H. Dohn splits his time between writing for the Columbus Dispatch and a daily television show.

through photographs or otherwise, is in effect denied the public.

Newspapers do not report, by word or picture, for their own pleasure or amusement. It is their business and their responsibility to report to the public. By the same token, judges should remember they, too, are public servants, conducting public trials under our constitutions.

The long standing objection to the photographing of actual court proceedings had its beginning in the days when cameramen used crude flash pans and bulky equipment. It was undeniably a distraction to have them operating in the courtroom. Modern equipment without flashbulbs enables news photographers to take pictures so inconspicuously that their activity is scarcely noticed.

The force of newspaper protests against this proposed ban of photographs has brought surprise from many Ohio attorneys. They contend the rule has been a part of the American Bar Association's canons of judicial ethics since 1937, pointing out that courts in a number of states have adopted this rule.

One result of the recommendation has been a tendency to cause confusion in the minds of some judges. Recently, on the opening day of a highly-publicized murder trial in Columbus, the judge created a stir among newspapers by barring photographers during recesses.

**T**HE following day, however, and during the remainder of the trial, the judge permitted the taking of pic-

(Turn to page 11)

*"I am at work on a book dealing with menaces to the American mind," says this writer, who is a teacher of teachers. "From my material I have extracted some contentions for this article." These views of their trade by an educator will interest journalists even while they will undoubtedly take sturdy issue with such a concept as the*

## Newspaper Mind: Model or Menace?

By JOHN A. BUELKE

**D**URING the years 1945 through 1949 ten of our largest American newspapers\* published nearly 62,000 editorials dealing with a great many contemporary problems. A representative sampling of these editorials furnishes the background for certain reflections upon the work of newspaper writers and editors.

Approximately 1,500 of the nearly 62,000 editorials were analyzed by the writer for the information they contained on editorial treatment of problems in American education. The data found in that mass of communications content provide the basis for conclusions concerning the obligations of educators where newspapers function as educational mediums. Reflections which follow are those of an educator who has sought out implications for education in the volume of editorial comment of selected American newspapers during post-war years.

American newspapers and their editors have become quite suspect as mouthpieces of particular groups in contemporary society. Politicians, among others, have been inclined to criticize the press as being partisan, partial, or prejudiced in favor of special groups. After conscientious study of the workings of the press, however, any impartial observer should recognize the strong sense of editorial integrity which exists in the world of journalism.

Editors, without a doubt, have minds of their own. The newspaper mind, as it is called here, exists as a tribute to the long and strenuous effort on the part of journalists to maintain integrity. It is unfair to refer to them as tools of any group.

However, journalistic integrity must not be construed to mean that many points of view are not held in common by individuals of the press and of special interests. The world of jour-

nalism is not an impartial vacuum into which news and facts feed daily without interaction.

There is a kind of universal perspective among professional journal-



Dr. John A. Buelke is an associate professor of education at Western Michigan College, Kalamazoo, Mich.

ists which gives definite character and color to their treatment of daily news. There appears to be positively a persistent and unspoken agreement throughout the responsible press toward seeing contemporary life in a unique and characteristic manner.

Good or bad, this is the newspaper mind. It exists not as an accidental conglomeration of many points of view, but as a definite pattern of thought on matters of public interest. It is consistent enough to be identified in the contents of American newspapers.

Professional educators have become more and more aware of the tendencies of people to think in certain stereotyped and habituated ways.

Assuming a thousand adults with equal capacity for thought, there is no assurance that any two individuals will see facts the same way. Citizens appear to develop mental windows with unique characteristics from which they view their world and their personal problems. The nature and purpose of human activity appears to be influenced by the visions of men peering through these mental windows which are so much affected by education and experience.

Such a situation is wholesome, but the process by which these windows are built is a major concern of educators. Shaping experience of youth so that their visions in later adult life are sharp and clear is a challenge to professional teachers.

Educative experiences of boys and girls must not be left to chance direction of miscellaneous forces in the social order. It is for this reason that educators are interested in all forces which have an educative impact on the mind of all individuals.

Radio, television, motion picture, periodical and newspaper are among the mass mediums with educative impact upon the American mind. In speaking of these forces and others Theodore Brameld, in his "Ends and Means in Education: A Midcentury Appraisal," says:

"So dexterously indeed do they now manipulate the average mind that one may even inquire whether they are not, in actuality, perhaps more determinative of popular attitudes and habits than is the whole of organized formal education."

**W**HEN the effects of the various "pseudo-educative" forces in the nation are helpful and cooperative to teachers, it may be expected that the latter appreciate the help. On the other hand, when various forces appear to miseducate or to interfere with the efforts of teachers it should be expected that they will voice objection. It is in that light that the ef-

(Turn to page 12)

\* New York Daily Mirror, New York Daily News, New York Times, Philadelphia Bulletin, Philadelphia Inquirer, Detroit News, Chicago Daily News, Chicago Sun-Times, Chicago Tribune, Los Angeles Times.

# No Novel in a Newsroom? Maybe Here's Why

With a chicken in the pot and a buck in his jeans, today's reporter buys a home and loves his city editor. This may create earnest citizens—but not literature—this critic fears.

By ROBERT O. FOOTE

**N**EWSPAPER reporters have ceased to hate the city editor—and the supply of new novelists is fast falling off.

It was not always the city editor, personally, that the reporter hated. Perhaps more often it was the system that the city editor represented, a system of short pay and long hours, which nonetheless applied to lagging ambition one of the sharpest spurs in the history of literature. Now the reporter has formed a couple of unions and achieved three-week vacations and minimum wages. The reporter of today actually can live and raise a family on his newspaper pay.

This is no paean of praise for organized labor. To the contrary. In making the reporter's life bearable, in tempering his distaste for his superior, the baboon of the city desk, newswriters' financial progress has done a distinct disservice to creative writing.

Name the writer of an outstanding first novel of the last five years who came out of a newsroom. Come on, name one. This is a challenge.

In the city-editor-hating past it was different. The tradition of leading American writers trained in newspaper ranks runs far back, even to Walt Whitman, Sam Clemens, Lafacio Hearn, and down to Ring Lardner, Ernest Hemingway, and Damon Runyon. It includes such popular authors of the last quarter-century, as Ben Ames Williams, Frederick Hazlett Brennan, Walter Karig, John D. Weaver, Stewart Holbrook, Harnett T. Kane and Adela Rogers St. John.

There were mixed motives among such former reporters. A scattering few, though they blush to admit it when other newsmen are around, "just had to write." Most of them just could not stand the city editor or the salaries the city editor paid. Go back to one of the most quoted phrases of the late Irvin Cobb, himself an example of the newsroom-trained writer. When Cobb heard that the dread Charles Chapin, city editor of the New York World, was ill he is said to have exclaimed,

"Dear me, I hope it is nothing trivial."

No longer do city editors drive reporters the way Chapin did. The tough ones are so rare now that one of them, James H. Richardson of the Los Angeles Examiner, lately was examined in a popular magazine as "The Last of the Terrible Men."

Until the unions came in the city room door, the city editor's distribution of the editorial budget and assignment sheet was one of the major factors in shaping American magazine and book authorship. If the Boston Post had not refused the late George Horace Lorimer a \$2 raise he never would have made the *Saturday Evening Post* a national institution.

**T**HAT was the story, over and over again. A man who had two books published this year says, "I worked for a good substantial, conservative paper which promised each employee a job as long as he would work and live on a salary cunningly computed at 99 per cent of what a man of education needed to establish a home."

The experience of Elmer Davis is enlightening. "In a moment of folly," he confesses, "I let a salesman sell me a suburban home which could not possibly be paid for on my newspaper salary. Inasmuch as I could hope for no higher salary till somebody died, there was nothing to do but write fiction in spare moments to supplement the salary."

All is now changed. The reporter has listened to the sage comment of H. L. Mencken:

"A journalist still lingers in the twilight zone along with the trained nurse, the embalmer, the reverend clergy and the majority of engineers. He remains, for all his dreams, a hired man and a hired man is not a professional man."

This the reporter has at last admitted, abandoning pretense at professional status, joining a union that assures him of "a living wage," so he can have a home, found a dynasty of suburbanites and let great literature look out for itself.



Robert O. Foote, literary editor of the Pasadena Star-News, developed the fine ironic style of this article in newspaper jobs from coast to coast.

The city editor no longer is "one big duodenal ulcer enveloped in reversed porcupine hide," as one of his ancient victims described the class. He has become a dispenser of kind words and ice cream. What is the result?

Among the new best-selling writers of recent years—Norman Mailer, James Jones, Gore Vidal, Tennessee Williams, Truman Capote or any others you care to mention—try to find one with an authentic newspaper background. They come out of all sorts of environments, little theaters, university writing courses, the regular army, even the Sorbonne. Seldom are they from the city room.

The city room has ceased to be the mental sweatshop where a man might gladly work forty-eight hours under high pressure on a big story without counting up his overtime; where he could not feel too depressed when his paycheck failed to cover his room rent, so long as it met his bar-bill; where a city editor could build a fire under lazy dreams of becoming a novelist by bawling out a reporter with no limitation from union rules. Where, in short, it took more than compliance with a low normal proficiency to rise in the world.

Organizations may have improved the lot of the run-of-the-beat reporter, making him into an earnest, forward-looking citizen who would rather get on a service club committee than land a murder exclusive, but it has dealt a damaging blow to literature.



*Indian newspapermen are often apologetic about their standards of reporting and editing. An American observer finds they have reason to be although they work under handicaps. He points out*

## How India Could Improve Its Press

By ROLAND E. WOLSELEY

### NOTICE

*On account of the Durga Puja Holidays, The Modern Review office and the Prabasi Press will remain closed from 25th September to 8th October, both days included. All business accumulating during the period will be transacted after the holidays.*

*Kedar Nath Chatterji, Editor.*

**T**HIS announcement from the pages of an important Indian monthly magazine reveals a great deal about the tempo of Indian journalism. Daily newspapers, except for a few very large ones, are not much different, foregoing issues at the slightest excuse for a holiday.

An American used to the break-neck speed of journalism in his own

country at first becomes exasperated at the easy-going nature of the profession in India, then amazed, then amused, and finally resigned.

Despite its slow pace, however, the Indian press has many unusual aspects, for it is a peculiar product of British traditional journalism and American methods introduced here and there by persons who have degrees from American schools of journalism or have visited our newsrooms.

Many Indian journalists told me that "of course you will find us very backward by comparison with your press." This humble attitude has been assumed by proprietors, managing editors, subeditors (desk men), and reporters alike. Not all I have met have said this, of course, but so many that I have been impressed.

When I came to India in March, 1952, I had a slight acquaintance with

its press. It came from reading certain of the papers and magazines, even writing a bit for some of them. It came from acquaintance with a few of its journalists, some of whom have appeared in classes I have taught in American universities.

But I would not have believed that humble statement before I came to India. Nor was I willing to believe it even after being in the country for sometime.

But now, without seeming to be boastful or superior about American journalism, I am ready to conclude that in some respects India's press is "backward by comparison." It is superior in some respects—such as editorial writing, speech reporting in New Delhi, and in exercise of restraint when deciding upon the publication of trivial news—but in the general areas of news reporting, writ-



Books in the library of Hislop College, Nagpur University, in Nagpur, India, are among the tools being used by young Indians to learn the practical techniques of writing and editing newspapers in an American style journalism school. The library now has more than 100 texts and other volumes on the press. Last March, less than a year ago, it had one.

## Last Chance to Enter Contest

DEADLINE for submitting entries for the Sigma Delta Chi Distinguished Service Awards is February 9, according to Executive Director Victor E. Bluedorn who reminded members and chapters this week of their final opportunity to submit nominations.

Bronze medallions and accompanying plaques will be offered in 13 fields for excellence in the following: General Reporting, Editorial Writing, Editorial Cartooning, Radio or TV Reporting, Radio or TV Newswriting, Washington Correspondence, Foreign Correspondence, News Picture, Public Service in Newspaper Journalism, Public Service in Radio or TV Journalism, Public Service in Magazine Journalism, Magazine Reporting and Research About Journalism.

All awards, except the three for Public Service, are offered to individuals on the basis of specific examples of work done by Americans and published or broadcast in the United States during the period of January 1 to December 31, 1952. The awards for journalistic public service are made to a newspaper, radio or TV station or network and magazine.

Nominations are not made on any specific form, but each must be accompanied by clippings, manuscript or recording with the name of the author, publication or radio station and date of publication or broadcast. Also, a statement revealing the circumstances under which the assignment was fulfilled should accompany the nomination, providing the circumstances were of significance. No entries will be returned unless specifically requested.

Nominations and accompanying material should be addressed to: Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Illinois.

A description of the 13 awards follows:

**GENERAL REPORTING:** For a distinguished example of a reporter's work.

**RADIO or TV REPORTING:** For a distinguished example of spot news reporting for radio or television.

**MAGAZINE REPORTING:** For a distinguished example of current events reporting appearing in a magazine of general circulation.

**EDITORIAL WRITING:** For a distinguished example of an editor's work.

**EDITORIAL CARTOONING:** For a distinguished example of a cartoonist's work.

**RADIO or TV NEWSWRITING:** For a distinguished example of a radio or TV newscaster's or commentator's work.

**WASHINGTON CORRESPONDENCE:** For a distinguished example of a Washington correspondent's work.

**FOREIGN CORRESPONDENCE:** For

(Continued on page 2)

## Pres. Hills Appoints 7 Man Committee to Explore Survey

### American University Chapter Installed

The American University chapter was formally installed in Washington on January 7 as Sigma Delta Chi's 55th Undergraduate chapter. The ceremony included a luncheon at American University and an address by Griffing Bancroft, CBS news commentator and president of the Washington Professional chapter. Victor E. Bluedorn, SDX Director, lead the discussion and instruction to new members.

Following the initiation ceremony at the National Press Club during the evening, a gathering of new initiates and professional members were addressed by Dr. Hurst Anderson, president, American University; Ted Koop, director of Washington News and Public Affairs for CBS radio; and Charles Campbell, director of British Information Services, Washington.

Past President Luther A. Huston of the New York Times Washington Bureau presented the charter to Undergraduate president James J. Borphy and installed the officers.

### New Mexico Becomes 41st Prof. Chapter

The speaker, and presiding officer at the installation of the New Mexico Professional chapter, was Walter R. Humphrey, editor of the *Fort Worth (Tex.) Press*, and past president of Sigma Delta Chi.

He gave a brief history of Sigma Delta Chi, speaking at the conclusion of the installation banquet. Making a plea for the return of high ideals of journalism, he said, "ideals have been shot to pieces on almost every front."

The editor declared that it is necessary for journalism—and Sigma Delta Chi, as a leader in the field—to bring back the high ideals of the profession.

About 50 persons heard Humphrey's "off the cuff" talk following the installation of four members to the new professional chapter of the Fraternity and five students to the Undergraduate chapter of the University of New Mexico.

The Professional chapter itself was established at the meeting.

The new Professional members are: Wendell S. (Leif) Erickson, chief of the

(Continued on page 2)

A NATIONAL committee to study a possible survey of the 1952 Presidential campaign news coverage by newspapers, magazines, radio and television has been

appointed by President Lee Hills, executive editor the *Detroit Free Press* and *Miami Herald*. The appointment of the committee is in accordance with action taken by the Fraternity at the Convention in Denver last November.

At the same time, the SDX Executive Council issued a statement pointing out that the Fraternity does not plan to conduct the survey itself. It offers to stand as sponsor and advise in setting up a comprehensive survey if one can be properly organized and financed.



FERGUSON

J. D. Ferguson, president of the *Milwaukee Journal*, will be chairman of the committee.

Other members are: Turner Catledge, managing editor, *New York Times*; Edward R. Murrow, vice president, Columbia Broadcasting System; Benjamin M. McKelway, editor, *Washington (D. C.) Star*; Barry Bingham, president, *Courier Journal* and *Louisville Times*; Carson F. Lyman, managing editor, *U. S. News & World Report*; Dean Earl English, School of Journalism, University of Missouri.

The statement released by Charles Clayton, *St. Louis Globe-Democrat*, and Mr. Hills follows:

"Sigma Delta Chi at its Denver convention suggested that such a survey be conducted under its auspices:

"(1) Because numerous and grave charges have been made that the media for the dissemination of information were biased in their news coverage of the campaign, and the fraternity felt these charges should not go unchallenged. . . .

"(2) Because Sigma Delta Chi, as the only association having a cross-section of all media among its 22,000 members, considered itself the logical organization to stand as sponsor of a study to determine the truth or falsity of the charges made.

"The Fraternity has neither the funds nor the facilities to conduct such a survey. It had no intention of doing so it

(Continued on page 2)

## Last Chance

(Continued from page 1)

a distinguished example of a foreign correspondent's work.

**NEWS PICTURE:** For an outstanding example of a news photographer's work.

**PUBLIC SERVICE IN NEWSPAPER JOURNALISM:** For an important public service rendered by a newspaper in which exceptional courage or initiative is displayed. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

**PUBLIC SERVICE IN RADIO OR TV JOURNALISM:** For an outstanding example of public service by an individual radio or TV station or network through radio journalism.

**PUBLIC SERVICE IN MAGAZINE JOURNALISM:** For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation. Nominations to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

**RESEARCH ABOUT JOURNALISM:** For an outstanding investigative study about journalism based upon original research, either published or unpublished and completed during 1952.

## New Mexico

(Continued from page 1)

New Mexico bureau of the Associated Press in Albuquerque; Richard Everett, managing editor of the *New Mexican* in Santa Fe; Joe Lawler, city editor of *The New Mexican*, and William Jenkins, member of the staff of the *Sandia Bulletin*, Sandia Base.

The new Undergraduate members are Robert Edmondson, Louis Lash, Fred Jordan, Al Johnson and Robert Hatcher.

The new members were initiated during a ceremony at the university.

Others offering remarks at the meeting included: Robert Gillespie, president of the Professional chapter and editor of the *Sandia Bulletin*; Dan Burrows, editor of the *Albuquerque Tribune*; Victor E. Bluedorn, executive director of Sigma Delta Chi; John Strait, member of the faculty of Eastern New Mexico University, Portales, and Tom Ormsby, president of the undergraduate chapter of Sigma Delta Chi at UNM.

Will Harrison, Santa Fe, newspaper columnist, was toastmaster at the banquet.

## SDX Calendar

(Members of Sigma Delta Chi are invited)

**Feb. 4**—SDX Fellow Awards Dinner and Ceremony, National Press Club, Washington, D. C.

**Feb. 6**—Installation of Louisville Professional Chapter, Louisville, Kentucky.

**Feb. 14**—Installation of Kent State Undergraduate chapter, Kent State University, Kent, Ohio.

**Nov. 11-14**—SDX Convention, St. Louis, Mo.

(Listings must be received by 10th of month prior to date of issue)

## About SDX

# This Is What They Said

(From the *QUILL*, Dec. 1948)

### Neither Greek nor English

"The editor of *The QUILL* would like to know the origin of the current custom of referring to members of the fraternity as 'SDXers.' Both undergraduates and professional writers for *The QUILL* do it constantly in manuscript and even in speech.

"The Greek Sigma is the English 'S' and the Delta is our 'D.' Chi is the twenty-second letter in the Greek alphabet and 'X' the twenty-fourth in our. Beyond that any remembrance is physical and not phonetic. Chi meant for Aristotle a 'ch' sound and to us 'X' sounds just like 'X' unless one happens to be in Mexico and it turns into an 'H.' But let that pass. We'll concede SDX (though never in speech, please) but where do the boys get the 'er'? By all fraternity usage, we are Sigma Delta Chis, not Sigma Delta Chi-ers.

"For that matter there is no reason to condense the fraternity's Greek name in the body of an article. *QUILL* style is on the 'up' side. The editor reserves the right to confine 'SDX' to headlines and he dislikes it even there!"

The name of the Fraternity, legal and otherwise, is "Sigma Delta Chi, Professional Journalistic Fraternity."

## Pres. Hills Appoints

(Continued from page 1)

self. The intent is first to see whether the survey is feasible and can be financed. If the answer is favorable, a second purpose would be to advise on setting up a survey of such unquestioned impartiality and integrity that its findings would have public acceptance.

"The President of Sigma Delta Chi was authorized to appoint a committee to make this preliminary exploration and to make recommendations on which the Executive Council will act."

## Kent State Installation Set

The installation of the Kent State undergraduate chapter will be held at Kent State University, Kent, Ohio, February 14. Chairman of the Executive Council Charles C. Clayton, editorial writer, the *St. Louis Globe-Democrat* will preside at the ceremony. Jim Butler, president of the chapter invites SDX members to attend.

The National Fellow Awards Dinner and ceremony, honoring James Pope, executive editor of the *Louisville Courier-Journal* and *Times*; James Reston, *New York Times* Washington Bureau; and Louis Seltzer, editor of the *Cleveland Press*, all elected Fellows by the 1952 Convention, will be held in Washington, D. C., Feb. 4. All members are invited.

Do you have a friend who ought to be reading *The QUILL*? If you send \$3 and his name and address to *The QUILL*, 35 East Wacker Drive, Chicago 1, it will bring him a year's subscription.

## Membership Fee Clarified

The following explanation of the present and past membership fees, *The QUILL* life subscription fee and the Key Club is presented for the purpose of clarifying and differentiating these matters. Because of changes in the membership fee since 1924 some members have become confused as to what items were and are now included in the fee.

**1924**—In 1924 the National Convention established a membership fee of \$25. This included \$20 to pay for a life subscription to *The QUILL*, and \$5 to general operating expenses of the Fraternity. The \$20 from each fee was paid into the Quill Endowment Fund. The earnings from investments from this fund help support the magazine.

**1933**—In 1933 the National Convention, because of general economic conditions, set up as an emergency and temporary measure a national membership fee of \$19 for undergraduates. This fee included a five-year subscription to *The QUILL* at \$5, and the remainder, \$14, went into the general fund of the Fraternity. The \$25 membership fee for "Associate" members was continued.

**1938**—In a referendum vote, conducted in February and March, 1938, the chapters amended the by-laws to establish the present membership fee of \$15 for all members, both Undergraduate and Professional. This fee, which became effective March 18, 1938, includes: \$4 to cover a four-year subscription to *The QUILL*; \$1 for a two-year registration with The Personnel Bureau immediately after graduation; and, \$10 which is paid into the general fund of the Fraternity.

**1952**—In a referendum vote, conducted in February and March, 1952, the chapters amended the by-laws to establish the present fees of \$17.50 for Undergraduates. This includes a one year subscription to *The QUILL*. The fee for Professionals is \$25 and includes a one year subscription to *The QUILL* and national dues for one year. These fees became effective March 10, 1952.

**LIFE SUBSCRIPTION** to *The QUILL* is available for \$35.

**DUES PAID FOR LIFE** (Key Club established in 1928) are \$35.

**BOTH** of above may be secured at combination rate of \$60.

**EMBLEMS**—The membership fee has never included and does not now include the cost of an emblem. These are available through Headquarters. Write for descriptive folder.



## Chapter Activities



**OMAHA**—Joyce Erdkamp, secretary-treasurer of the brand-new Press Club of the University of Omaha, receives a bit of instruction in the use of a press camera from Faculty Sponsor Cliff Ellis, SDX member and acting chairman of the O. U. journalism department. Press Club President Frank Schuchart (left), Vice President Bill Beindorff, and Dr. Jay B. MacGregor, Dean of Students, watch the proceedings. Another Sigma Delta Chi member, Robert S. McGranahan, head of General Printing and Information at the University, is co-sponsor of the organization. The Press Club plans to promote a chapter of Sigma Delta Chi on the O. U. campus.

**SPOKANE**—Eight German and Austrian newspaper workers, who have been students at the University of Oregon for a year, and their instructors were guests at the annual meeting of the Puget Sound Professional chapter.

**CHICAGO**—Two foreign news correspondents and a TV-radio commentator reported on "Behind the Scenes of Foreign News" at a meeting of the Chicago Headline club in Sept. Ernest Agnew of the Associated Press discussed European news, with emphasis on Great Britain and France. Mr. Agnew has been in London for 12 years. Carter Davidson of the Chicago Sun-Times, who has been stationed in London, Berlin, Paris, and the Middle East for seven years, reported on the Middle East in terms of nationalism and the European outlook. Clifton Utley of the National Broadcasting company discussed Japan and Korea and the problems in selling democracy to the people of those countries. He has recently returned from a three-week flying trip around the world.

**TOLEDO**—Grove Patterson, past national honorary president and editor-in-chief of the *Toledo Blade* (shown below), right, presents the charter to James Tippet, president, the Northwest Ohio Professional chapter of Sigma Delta Chi, at installation ceremonies October 28. Chapter secretary, Donald P. Terrell, and vice-president, Michael Bradshaw look on. Mr. Patterson is also a charter member of the newly formed chapter.



**AUSTIN**—Major General Haydon L. Boatner (shown above), seated, left, who restored order last spring in the Communist prisoner-of-war uprising on Kojima Island, was the speaker at the October meeting of the Austin, Texas, Professional Chapter, SDX. He gave a graphic account of his experience in moving the thousands of unruly, armed and fanatic prisoners to dispersed small compounds. He is now deputy commander of the Fourth Army, Fort Sam Houston, Texas. Formerly he was commandant of Texas A. and M. College. Seated at right is Major General K. L. Berry, adjutant general of Texas, longtime friend of Boatner. Standing, left to right: Dr. DeWitt Reddick, professor of Journalism, University of Texas; Harold Young, Houston, Texas, Post; and Charles E. Green, editor of the *Austin American-Statesman*.—(Neal Douglass Photo).

**COLUMBUS**—Members of the Central Ohio Professional Chapter of Sigma Delta Chi heard Ernest Cady of the *Columbus Dispatch* discuss behind-the-scenes stories in conducting a letters-to-the-editor column at their December 9 luncheon. An informal luncheon get-together is sponsored each month by the chapter.

**ATLANTA**—Dr. Abbass Nafici (below, left), Deputy Prime Minister of Iran, shows a poster on his oil-rich nation to Odom Fanning (Emory '42), newly elected President of the Atlanta Professional Chapter, Sigma Delta Chi. At a recent meeting of the Atlanta chapter, Dr. Nafici, distinguished scientist and statesman was the chapter's guest. He is Professor of Therapeutics in the University of Iran and Secretary General of the Red Lion and Sun Society, the Iranian Red Cross. On a four-month visit to the United States, sponsored by the Department of State, he visited a dozen medical and public health centers. His Sigma Delta Chi speech in Atlanta was his only public appearance in this country. Mr. Fanning, who succeeded John McKenzie as President of the chapter, is Information Officer of the Communicable Disease Center, U. S. Public Health Service and formerly was Science Reporter for *The Atlanta Journal*.



## SDX Personals

PROF. VERNON R. FROST (UWn'26), former Northwest editor and a member of the University of Washington journalism faculty since 1945, recently was appointed director of the University's School of Communications. He succeeds H. P. EVEREST (UWn'28) who is now vice president of the University.

ROBERT J. FITZGIBBON (Ill'50) has been appointed an editorial assistant in the public relations department of Illinois Institute of Technology, Chicago.

Two members of SDX are officials of Rotary International for the coming year. CARL P. MILLER (KnS '20), executive director of Dow Jones & Co., publishers of the *Wall Street Journal Pacific Coast Edition*, is a member of the magazine committee. He is currently also chairman of The Quill Endowment Fund. W. R. BEAUMIER (Dallas-Pr'51), vice president of the Lufkin (Tex.) Publishing Co. is a District Governor in Texas.

Congoleum-Nairn Inc., Kearny, N. J., has named JAMES F. FOX (Ia'29) of East Orange to the new post of public relations manager.

WM. H. MAAS (Grn'28) has moved to 2124 South Harvey Avenue, Berwyn, Ill. As a complete shut-in he would be happy to hear from any of the members.

KENNETH W. HAAGENSEN (Mgt-Pr'50), director of the public relations for Allis-Chalmers, was a speaker at the southern Industrial Editors Institute.

LEE SILBERMAN (Wis'40), Wichita (Kan.) Eagle editorial writer, is scheduled to appear during the current semester at the University of Wichita journalism department, according to PAUL GERHARD (Col'41), head of the department.

RICHARD G. SUTHERLAND (Ind'50) has moved from Glastonbury, Conn. to Marion, Ohio.

RAY MULDOON (NU'49) has been appointed advertising production manager for Whirlpool Corp., St. Joseph, Mich.

PETER HACKES (Grn'48) has joined CBS radio's Washington, D. C. staff. THEODORE F. KOOP (Ia'27), director of Washington News and Public Affairs departments, announced.

CHARLES M. BELLATTI (Ill'53), University of Illinois senior from Jacksonville (Ill.), received the Illinois Press Assn. \$100 prize for most outstanding journalism student in the community newspaper field.

DONALD W. HANSEN (IaS'51) has joined the staff of *Better Fishing*, Inc., Chicago, as educational director.

ORIE W. FIFER JR. (DeP'25), a member of the Indianapolis *News* staff for 24 years, has been named managing editor of the Arizona *Republican* at Phoenix. WENDELL PHILLIPPI (Ind'40), city editor of the *News* the last five years, succeeded Fifer as assistant managing editor. CLAY TRUSTY (But'38) took over as city editor.

CHARLES F. SOUTHWARD (NU'34) has announced the formation of Southward & Associates, an advertising agency in Chicago.

JOSEPH G. WEINER (BnU'50) has recently been appointed as a news writer for the public information office for Fort Devens, Mass.

WALTER J. PAGE (Fla'50), former newspaperman and wire service correspondent, has assumed editorship of *Citrus Magazine*, Tampa, Fla.

JAMES C. KIRKPATRICK (Mo-Pr'44) has

## Obituaries

JOHN H. PERRY, SR., (Fla-Pr'49), 71, owner of 11 daily newspapers, 18 weeklies, four radio stations and the Western Newspaper Union, died Dec. 4, 1952 at Palm Beach, Fla.

JOE E. COOPER, 57, (SMU-Pr'39), former city editor of the old Dallas (Tex.) *Journal* and more recently a publicist and author, died Dec. 12.

LT. JACK E. LAY, 22, (KnS'51), former advertising manager and sports editor for the Council Grove (Kans.) *Republican*, was killed in action with 7th Infantry Division in Korea, Sept. 23, 1952.

PROF. FRED W. (Pa) KENNEDY, 78, (UWn-Pr), died Dec. 17, 1952 after a long illness. He was a widely known University of Washington faculty member.

been named managing director of the Missouri Chain Store Council, Jefferson City, Mo.

JACK E. GOODMAN (OhU'50) is administrative secretary of the Patent Research and Education Foundation, George Washington University, Washington, D. C.

ROBERT C. CIEBERT (NU-Pr'52), editor of the *Standard Torch*, has been promoted to copy chief of the Standard Oil Company's (Ind.) public relations dept.

DONALD G. CAMPBELL (Ind'48) is a reporter for the Indianapolis *Star*.

ROBERT H. VORIS (Mo'52) is assistant editor of the Waterloo (Ill.) *Republican* and also does a newscast over KSGM, Ste. Genevieve, Mo.

JEFFERSON E. GREER III (NM'51) is employed by the Berkeley (Calif.) *Daily Gazette*.

ROBERT A. SANDBERG (WnS-Pr'47) is Northwest public relations manager for Kaiser Aluminum Chemical Corp., Trentwood, Wash.

GLENN I. TUCKER (DeP'14) is Washington correspondent for the Indianapolis *News* and the Muncie (Ind.) *Evening Press*.

DAVE RANDALL (Ga'49) is staff announcer on WTOG, Savannah, Ga.

FRANK ROBERT KANE (UMc'48) is a reporter on the Toledo *Blade*.

DAVID N. KELLER (OhU'50) is an editor of a plant publication for E. I. DuPont de Nemours & Co., Signal Mt., Tenn.

WILLIAM J. HILL (Min'50) has moved from the picture desk of the Minneapolis *Tribune* to publisher of the La Mesa (Calif.) *Scout*.

RICHARD F. VOGL (IaS'48) is program director of station WOI, Iowa State College, Ames, Ia.

WALTER P. WATTERS (EmU'50) is general assignment reporter on the Atlanta *Journal*.

JOSEPH L. GORDON (UCF'49) is now doing public relations in Hartford, Conn.

ROBERT D. SUTTON (WnS'43) is city editor of the Bremerton (Wash.) *Sun*.

RICHARD HENN JR. (NU'52) is associate editor of *Photo Developments*, Jackson, Mich.

J. E. (JOE) RATNER (Dra-Pr'48), formerly editor of *Better Homes & Gardens Magazine*, has joined Campbell-Mithun Advertising, Inc., Minneapolis, as vice president and creative director.

NELSON ANTRIM CRAWFORD (KnS'51), former head of the Kansas State journalism department, is teaching article writing at Kansas State this semester. He resigned last year after 22 years as editor of *Household* magazine. His part time appointment at K-State permits him to continue as editor of *Author and Journalist*, a magazine he purchased recently.

WILLIAM F. BAGWELL (EmU'52) has been appointed special writer in the public relations office of George Washington University, Washington, D. C.

MILTON L. LEVY (UOr'41) has joined the staff of KLX, The Tribune Station in Oakland, Calif.

PHIL STROUPE (Mo'49) is now political reporter with the Jackson (Miss.) *Daily News*.

JAMES F. CHAMBERS JR. (Dallas-Pr'44), formerly managing editor of the *Times Herald*, Dallas, has been named a member of the board of directors, a member of the executive committee, vice-President and General manager of that newspaper.

HOWARD S. WILCOX (Ind'42), executive director of the Indiana University Foundation for the past three years, is new promotion manager for the Indianapolis *Star and News*.

JIM FITZGERALD (Mo'49) has joined the public relations department of Wilson Sporting Goods Co., Chicago.

JAMES H. MCCARTNEY (McS'49) is now a reporter for the Chicago *Daily News*.

GEORGE GOODWIN JR. (W&L'37), Sigma Delta Chi Award winner and former Atlanta Journal staff writer, is now executive director of the Central Atlanta Improvement Assn.

J. E. WEEMS JR. (TxU'48) is now working on the copy desk of the Dallas (Tex.) *Morning News*.

STEPHEN S. IRVING JR. (Grn'50) has moved East after serving as editor of the Tripoli (Ia.) *Leader* for two years and is now engaged in writing free lance fiction at Hillsdale, N. J.

PAUL W. YOUNG (NU'50) is now doing public relations as director of the department of Wilmington College, Wilmington, Ohio.

JACK GILBERT (OhU'52) has accepted the position of athletic publicity director at Ohio University.

RICHARD R. SANDERS (Mo'50) is news director for station WORD, Spartanburg, S. C.

RONALD D. SALK (Mo'51) is assistant promotion manager for Macfadden Publications, Inc., New York City.

ROSS M. HAGEN (Mon'52) is now working with the *Dawson County Review* at Glendive, Montana, soon to become the *Glenview Daily Ranger*.

MARTIN SALDITCH (Te'52) has left the Pottstown (Pa.) *Mercury* to assume similar position on the Reading (Pa.) *Times*.

KENNETH SCHWARTZ (Grn'51) is police and court reporter for the *Standard Star*, New Rochelle, N. Y., a member of the Westchester Newspapers Inc.

DEAN CARSON (DeP'52) is associate editor of Campbell People, official publication for the Campbell Soup Company, Chicago.

JOHN P. WAGNER (StU'46) has been appointed Southern California public relations representative for the California Public Utilities Commission. He was formerly radio editor for the United Press in Los Angeles and reporter of the Honolulu *Star Bulletin*.

### 40th Anniversary Edition THE BALFOUR BLUE BOOK

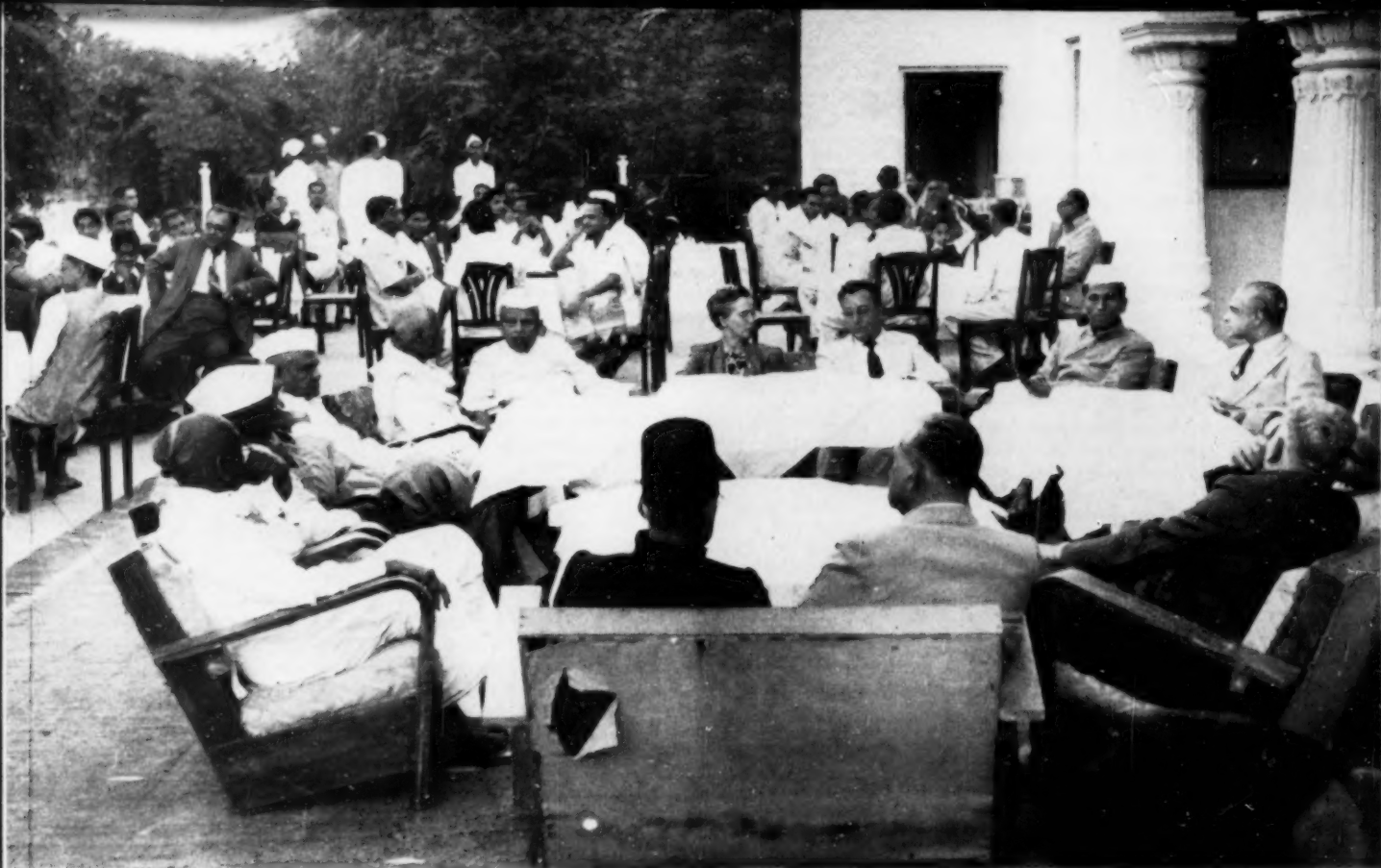
64 pages of  
beautiful gifts—rings and  
personal accessories.

Vanities	Jewel Boxes
Cuff Links	Favors
Tie Chains	Stationery
	Ceramic Mugs

Mail post card for your FREE Copy.

Your Official Jeweler

L. G. BALFOUR COMPANY  
Attleboro, Massachusetts



Indian newspapermen gather for tea during a meeting of the Union of Working Journalists of Hyderabad state at Hyderabad. Indian journalists in the left foreground include N. Ragunathan Aiyer, assistant editor of *The Hindu*, Madras daily, and K. Subba Rau, editor of the magazine, *Swatantra*. The author and Mrs. Wolseley face the camera.

ing and editing I cannot be so complimentary. They are not well done.

After considerable traveling about India to get first hand knowledge of the country's newspapers and magazines I am familiar with standard practices. I should add that my journey has so far taken me to the press of Bombay, Delhi, Madras, Calcutta, Agra, Hyderabad, and Nagpur. In all of these I have called upon most of the principal newspapers and a number of magazines, usually watched their staffs at work, seen their plants, checked on procedures and taken notes.

I am compiling an annotated check list of Indian publications and examining as many different periodicals as possible. This has included vernacular as well as English publications, although naturally the emphasis has been upon those published in my own language. I am assured by journalists that my conclusion would be valid regardless of the language or area.

The handicaps faced by the press of India are many. Here are some of the more obvious that will explain certain shortcomings:

1. Badly organized communities, from the news gathering aspect.
2. Small, often untrained, and usu-

ally badly paid home office reporting and subediting staffs.

3. Too few *mofussil* (country) correspondents and those few often untrained.

4. Poor facilities—lack of space, bad lighting, few typewriters (and those often dilapidated); insufficient or outmoded reference materials, poor files.

5. Too few telephones in a community to allow access to news.

6. Too few pages.

7. Too many different languages.

8. Too little literacy.

9. Too many difficulties with distribution of publications.

**N**EVERTHELESS, a better job might be done under existing conditions. In some instances three of these nine obvious handicaps might be eliminated if the proprietors had the will to do so, for the resources appear to be there. But in others the resources are clearly not there and improvement must come about just the same.

Here we find the explanation for much of the clumsy, dull, hasty and inaccurate work appearing in print in the Indian press. How can one expect a man who must cover a city almost singlehanded to achieve originality or depth or even ordinary accuracy?

We must not let the practices of a few major publications like *The Times of India*, *The Hindu*, and *The Statesman* pass as typical. More nearly typical are the many smaller publications that constitute India's press as a whole. Certain well organized papers and magazines are the exception, not the rule.

A major fault of India's reporting is that there is not enough of it. For a democracy, its press makes a poor show of the facts. In a democracy the news of the common man is the staple, not the news of the elite or the leaders. One can pick up in India's biggest cities newsprint-starved papers that devote pages to political speeches, some of which do affect the common man, to be sure, but carry almost no news of the doings of the rank and file in the shops, cowsheds and bungalows.

One does not expect close coverage of a community by English papers in India\* except possibly in the few cities with relatively heavy English readership, such as Bangalore. But one can expect it where Bengali or Marathi or Gujarati or some other comparatively widely-read language is used. And as India's population becomes more literate those newspapers



that will report the little man's news will earn the reward.

What might be done, even in the big cities?

1. Publish more news features about the ordinary people of a community.

2. Report their doings more carefully; decide that a street accident or a crime affecting a small area is as valid news as a New Delhi ministerial sounding off. This may mean ignoring some other news, but if the inordinate attention (in my opinion) to politics were relaxed, the change would be for the good in the long run.

3. Go behind the handouts, especially from government offices, and do more original, first hand reporting. Reporters on Indian papers depend upon friends and tipsters far more than is healthy. Because of lack of telephones, time, and rapid transportation they are not able to do much eye-witness work. Their tendency is to spend their time attending press conferences, listening to speeches, and covering meetings, three of the easiest types of reporting.

4. Organize the coverage better. Far too many reporters are working without direction. Good newsmen do not require much, it is true, but almost total lack of supervision is hardly salutary. Yet that is the case on hosts of publications. As a result there is little systematic checking with sources, and it is common for a paper to print a story from two to ten days after it has occurred, even in cities like Calcutta and Delhi. *Dak* (up-country) editions especially are marred by such feeble journalism.

An adequate futures book or diary is not often found in Indian newspaper offices. Checking systematically over exchanges and over the issues of a year before to note follow-ups is not carefully carried out.

5. Background the news, that is, explain its meaning to the readers.

**I**N considering news writing in the Indian press I am limited by being able to read only English papers, but my Indian students and friends now and then read me news accounts from the vernacular publications and my points appear to hold in them, also.

The writing strikes me as verbose, awkward and vague, except of course in the few big city papers already mentioned and an occasional small one as well as in the Press Trust of India service.

Let me support this with examples. These are not extraordinary:

Under the auspices of Joint Committee of Action on behalf of Calcutta Taxi Association and Bengal Taxi Association, a press conference was held at the Palam Court, Great

Eastern Hotel, Calcutta in which the spokesman of the Associations vehemently criticized the step taken by West Bengal Government to introduce Baby Taxis in Calcutta and urged the Government to refrain from giving effect to their decision in the interest of the Transport especially the Motor Industry of the State which will be adversely affected if the plan is implemented.

Or take this one:

MANDLA, Oct. 27.—The villagers, the Patel and leading public men are greatly dissatisfied with the management of the primary school at village Purwa, tahsil Mandla. The teachers employed in this school are not residing in this village. They come from other villages daily to attend the school and hence they cannot devote time and attention to the institution. One teacher is residing in village Madhupuri where he has also undertaken the profession of a *Pujari* of a temple.

The school building, it is alleged, is used as a gambling house and cattle shed. False attendance of teachers is being marked and on this very charge one has been disallowed his pay for 13 days.—FOC.

**T**HE story about baby taxis consists of one paragraph which is itself a single sentence of eighty-eight words. The news writer does not know how to use the article, *the*, for he could omit it before *auspices* but should add it before *Joint, Calcutta, Bengal and West Bengal*. Baby Taxis is capitalized, for some reason not clear. The point of the story is not that a press conference was held but that the taxi owners entered a protest and requested certain action.

The Mandla article is headlined: "A School That is Anything But a School." The pieces is printed as news, but it is obviously an editorial, and a poor one at that, since it offers little evidence in support of its statements.

These examples are not to be wondered at when one knows that often times the story was gathered, written, edited, headlined, and proofread by the same man, who must be a journalistic genius to do all very well. But there is no excuse for big city dailies or big news agency offices except the age old one of the need for speed.

Inaccuracy and fuzziness are in the mind of the writer, not in the language. A reporter who gathers only part of the facts, and does not get perspective properly will write half truths and will misunderstand what he knows, whether he writes in Urdu, Hindi, Punjabi, or English.

*Mofussil* correspondence in India in particular is ill-written. This problem is almost insurmountable for small

publications that cannot train their writers or correct the copy before printing it. But Indian magazines, including the plethora of political weeklies, also are guilty, and time is on their side at least.

**S**OME of this can be explained by the rewriting of clippings from other publications and the lack of staff to take badly written material and revamp it. Stories with distinct feature possibilities and worthwhile only as features at times are printed straight.

It is easy for a tired and busy reporter to get a release from a publicity office and type this lead on it:

"The Director of Public Instruction today issued the following announcement:"

Or to cover a speech by reporting it chronologically and letting it run in a succession of quotations instead of selecting highlights.

India's reporters often know too little of what might be called the geometry and arithmetic of news. Their sense of news values is undeveloped. Here is an example. I have clippings from the three big English dailies of Calcutta. The text is identical. Two papers, the *Hindustan Standard* and *The Statesman*, missed the boat, as the reporter completely missed it.

LONDON, Oct. 22.—Dr. B. C. Roy, Chief Minister of West Bengal, said here today that the people of the U. S. A. "are very keen to understand and appreciate India's foreign policy and they realize that their point of view on certain matters is not the same as India's."

Dr. Roy, who spent about three weeks in the U. S. A. after an eye operation in Vienna, is on his way to India.

He said in an interview that during his informal talks with representatives of American public opinion he stressed the economic needs of India and West Bengal. He told them that the remedy against Communism lay in continued efforts on the part of the Government of India to relieve destitution and economic distress.

He said that while in the U. S. A. he arranged to get an expert for West Bengal to advise the Government on plans to improve transport facilities.

In this connection he mentioned that the Director of Transport, New York, would visit Calcutta in December to study the possibilities of constructing an underground railway in Calcutta.

—PTI.

The big news here is not that Dr. Roy spoke or that a transport expert is to visit Calcutta but, as the sub-editor of the third paper, *Amrita Ba-*

zar Patrika, rightly observed, that there might be an underground railway in the city, an idea projected some weeks earlier by Dr. Roy. This was a follow up, but it was overlooked.

Indian chief reporters exercise far too little control, do not seem to have their fingers on the news pulse or know what news their reporters should be covering and how best to handle what they do get.

**R**ELATED to all this of course is copy editing. During my first visits to Indian newspaper and magazine offices I was struck with the loose way in which "subbing" was done. I discussed this with editors in charge but was told that it was characteristic practice. I dismissed it as being characteristic only of the first few publications I had seen, but as I have gone from city to city I realize that loose and careless editing is the norm outside the few well organized big news rooms.

To put it bluntly, the over-all quality of editing in India is at about the level of a small and poorly financed country weekly in the United States (a type of publication scarcely known in India, because support would be too difficult to obtain). Editors of American dailies half the size of the larger ones of India would never tolerate the slipshod methods of subbing practised in India.

After checking in person, with almost fifty of India's papers, most of them prominent, I have found style guides unknown to the majority. Verification is a luxury, engaged in by the exceptional "sub," for the ordinary one cannot do it without telephones, either in his own office or in the news source areas, and without directories or other reference books. The lack of such facilities is simply shrugged off.

Headlines, even in the very best papers, often are misleading. Continuing the British tradition of the heading, the Indian press publishes some of the worst in the English language. Many papers use a melange of British, American, and Anglo-American heads. They are confusing not only in wording but also in form. On the same page of *The Statesman* recently I found:

#### **GUERRILLA LEADER SHOT DEAD**

This is a complete idea, and an American type of headline. Below it was another, reading:

#### **ADMIRAL PIZZY'S ASSAM TOUR**

This is a label, a la U. K. formula. We do not know if the admiral is planning the tour, has begun it, is on it, or has ended it. (He was on it.) On another page appeared this:

#### **TO END KOREAN WAR Eisenhower Prepared to Visit Front**

This is atrocious, for at first glance it appears that something really will be done to end the war. But the story turns out only to be Eisenhower's promise to visit the front and make the attempt if he is elected President. (The item appeared last Oct. 26.)

With much bad writing to contend with, the sub sometimes is hopeless about improving it in time to make the deadline for the first *dak* or any other edition. Except for news agency copy, he should be much more demanding of writers and hold them to clarity and simplicity. Yet in office after office I have found subs railroad-ing copy and ignoring obvious places

for its improvement, either for lack of time, knowledge, or standards. Copy is sent to the printer in poor condition. Headlines are carelessly composed.

What are the feasible remedies?

1. Most Indian journalists admit that they should be doing a better job. They might organize training classes through their own organizations. They have many unions and associations.

2. Journalists might approach the nearest college and ask that a course in journalism be established. Five in India now are functioning; more are coming.

3. Proprietors in a position to do so should be asked to improve staff and working conditions.

## **A Blackout for Cameras in All Ohio Courtrooms**

(Continued from page 5)

tures during specified periods of the day and after the trial adjourned. He was aware that the supreme court had not yet acted on the rule (it may not act for some time). But before the trial opened, the several county judges got together and agreed to go along with the bar association recommendation.

Although this discussion is devoted primarily to the taking of pictures in courtrooms, the curbing of news photographers' activities generally appears to be increasing. George Smallsreed, Jr., chief of news photography for the Columbus *Dispatch*, tells several instances in which he or one of his staff have been mistreated or prevented from carrying out an assignment.

Smallsreed himself was stopped from taking pictures of Adlai Stevenson during a nation-wide television address in Columbus.

During a fire at a large Columbus manufacturing plant, Smallsreed was prevented from entering the building on the grounds the plant was engaged in defense work. Yet, just a week before, the plant manager had permitted a *Dispatch* photographer to enter the same room where the fire originated to take promotional pictures.

No camera is permitted in the Federal Building in Columbus without special permission. This regulation apparently is to protect the dignity and decorum of the federal court. Aside from the court, however, the building also houses the Navy recruiting office, immigration and internal revenue of-

fices, the post office, and numerous other federal agencies.

At least one public hospital in Columbus will not permit a photographer to enter its emergency room.

Smallsreed said his photographers also have had numerous run-ins with the military. Recently, four airmen were killed in a take-off accident at Lockbourne Army Air Base. Although newsmen obtained full details of the mishap from other sources, it was several hours before base officials would deny or confirm the accident.

At the same time, there have been occasions when television newsmen have been accorded much more consideration than newspaper reporters and still photographers.

This writer is both a newspaper reporter and a television news commentator. At heart, however, he is a newspaperman and he resents any preference shown television and radio representatives. If it weren't for the newspaper reporter, television and radio newsmen would have slim picking in assembling a news show.

We don't say that bars to photography should be lowered indiscriminately, but arguments for liberalizing the rules governing the publicizing of court proceedings and other public happenings are more cogent than those which favor restrictions.

And they are a lot closer to the spirit of democratic government as it has developed in the United States—and as it operates to keep this country a free democracy which is, today, almost unique in a tyranny-threatened world.

# The Newspaper Mind: Model or a Menace?

(Continued from page 6)

fects of the newspaper mind are in question among educators.

The newspaper mind as it appears today deserves attention of both educator and editor. It is time that journalists took time out from their work to examine the role of the press in shaping public thinking. Moreover, it is time that educators made a strong attempt to enlist editors in constructive effort toward making educative experiences most effective.

It is not a time for educators and editors to condemn each other where the mind of the citizen is the common concern. Citizens of the complex and troubled world must approach the problems of the day with effective minds. Neither journalist nor teacher can afford to ignore his responsibility in bringing about these minds.

There is always a question of whether educators and journalists see alike in appraisal of effectiveness of minds of citizens. There is no real evidence in the literature of education to indicate that journalists have ideas along this line. Further still, there is too little on record to indicate that journalists have the zeal of the educator toward building qualified minds.

If it may be assumed that free and objective minds among men are a common hope among all forces that provide educative experience, then all forces may join hands in their common endeavor. If, on the other hand, modern teachers are the only social force with faith in the minds of learning and discerning men it follows that they must go it alone.

When the numbers of citizens whose minds are influenced by the formal education of the schools are compared with the numbers whose education is attained from other sources, educators become disconsolate. They turn almost in despair to other forces whose help they need. In turning to newspaper editors they find both help and hindrance at the present time.

Much evidence has appeared to support and refute the claims of journalists to effectiveness among mass communications. Unquestionably people read newspapers and are affected by them. Unquestionably, too, both negative and positive effects on reader thinking are brought about through reading a newspaper.

When the skills of reading were

originally formulated as primary objectives of early colonial schools, none of the complexities of modern mass communications was present. Reading was taught with the idea that children would read the Bible with unquestioned faith in its literal historical accuracy and validity. Little concern was held over the possibility that reading skills might permit the attainment of ideas with unwholesome effects upon the mind of the reader.

The awful thought that now runs through American educational groups today is simply that reading without discernment may be worse than no reading at all in the present world. If citizens are to read modern materials in all their tremendous volume, without sifting and winnowing, the skills of reading may become as a curse upon the heads of gullible and provincial individuals. Perish such an idea, but its realization brings cold shudders to teachers of reading.

Writers and readers today need to weigh the content of their communications carefully in the light of human welfare and even national security. The best minds of men need to be brought to bear in most wholesome fashion upon the problems of the age. Both educators and editors need to pray that such will happen. Both of these groups need to examine critically their common problems in education and mass communications.

As an educator who has examined newspaper material critically, the writer is much aware of the need for newer techniques of reading instruction where this material is considered. The presence of a newspaper mind in the working press imposes critical obligations on modern teachers.

As I observed in my Doctor's dissertation on "Editorial Treatment of Major Problems in Education in Selected Newspapers, 1945-1949": "There is need for people who can read critically in order to detect propaganda and hidden motives in communications content." Where American journalists may unwittingly or even deliberately miseducate, modern schools and modern teachers face critical tasks.

There are certain characteristics of the newspaper mind which challenge

the educator at the present time. Aside from the many fine services rendered by the press, there are some unhappy conditions which can be viewed as miseducative to our people. These conditions in the modern newspaper world are of such import that unless teaching is deliberately undertaken to counteract their effects, individuals may be unhappy victims of education rather than proud products of it. Boys and girls, as well as all citizens, must learn to recognize the following characteristics of the American newspaper mind:

1. To the American press the sanctity of the home, the activity and the person appear to be open to serious question. Journalists appear inclined to place the rights of news-hunting above the constitutional rights of the citizen. Where zeal for salable news transcends the rights of citizens to privacy, the whole democratic structure is threatened.

The rationale of the newspaper mind generally follows the line that the press is entitled to complete freedom in its search for news. Citizens need to recognize tendencies toward letting enthusiasm for sensationalism become license to invade individual rights. Boys and girls need to recognize the complete helplessness of the citizen who becomes the victim of press techniques.

So many methods are used by the press to exploit human beings with little chance of self-defense that some check must be found against reportorial curiosity. People are tried for treason in headlines and guilt is assumed through the weight of journalistic diatribe. Instruction in schools needs to encourage young readers to sensibilities which lead to sympathy for victims of the press rather than glee over their discomfiture.

Second-handed apologies when dragged from an unwilling editor never approach the impact of the first glaring headline on the public mind. Fortright search for facts deserves the respect of educated people, but sadistic torment of troubled and mortified citizens is hardly to be justified. Formal education needs to counteract such tendencies brought about by the newspaper mind. It may even be necessary to teach techniques of cover-up and defense against an invading press.

2. Closely related to the first kind of thinking promoted by the newspaper mind is a second which has to do with misconception of "freedom of the press." In the eyes of the educator, "freedom of the press" is a myth when it is founded on a peculiar and special definition of the word, "free-



dom." The evidence of misconception among journalists is clear.

**I**N the editorials of ten great American newspapers during five post-war years, editors failed largely to see any relationship between "academic freedom" and "freedom of the press." Approximately two-thirds of editorial expression in these papers favored the imposition of restrictions upon educators while the same editors decried any controls upon the press.

The best interpretation of what the journalist sees as freedom appears to be privilege to do as one pleases with the news without restriction or restraint. Educators and the public need to reject the idea that the only responsibility of the press is that which it holds unto itself.

Educators have come to understand academic freedom as the right to draw justifiable conclusions on the basis of fact and with the virtue of an open mind. When the mind is not free—when mind-set leads to pre-judgment, when prejudices become convictions, and when hatred leads to partiality, freedom of any kind is in default. Much more effort is needed on the part of educators to counteract effects of the tendency in the newspaper mind toward development of cluttered and harassed minds.

3. Although the working press of America may maintain integrity for itself, its growing tendency toward identifying its own interests with any special interest needs notice.

Instruction in the schools must help boys and girls detect similarities in the content of the press and other communications. While content analysis cannot be carried on extensively, it should be used by Mr. Average Citizen to determine when he is being "ganged up on." Education must counteract the weight of public opinion

going to the side of newspapermen when they write in collusion with certain groups.

4. The consistent and determined effort of the newspaper mind to assume authority—to have the final word on every topic and problem—must be challenged by education.

Promotion of the press as a final authority in all matters is a practice of the newspaper mind. Citizens are supposed to say, "It must be so—I saw it in the paper last night." Credence is a foundation stone of modern journalism. Editors need to earn it rather than assume it.

During the post-war years more than half the readers of major American newspapers were given misconceptions on American education through editorial comment studied by the writer. Editors have consistently refused to respect the professional stature of the educator. Almost any journalist assumes he knows more about progressive education or the teaching of the three R's than does the modern teacher, if comment in the press is the criterion. The tendency of the newspaper mind to be authoritative needs to be counteracted by effective instruction.

5. Finally, a mass of special "tricks of the trade" in journalism need to be laid bare for readers of newspapers. The glaring headline over a write-up of different import is an example. Burial of important news items in back pages is another illustration. The important little detail of fair play that is slipped almost incidentally on the end of a long write-up is another.

According to the sampling studied by the writer, nearly half of the readers of major newspapers are subjected to the use of propaganda devices in editorials. Terms and expressions which stir emotions and preclude rational judgment are customarily used in certain papers.

Every trick which insults the intelligence of the reader of today's newspaper needs to be challenged. To those ends modern educators need to direct counteraction in the curriculums of their schools.

So many problems of the day are attacked through the objectives of modern schools that the latter have become many things to many people. Responsibilities of schools cover many areas where home and church once helped considerably. Not the least of the obligations of the school is that of helping the citizen to adequacy in intricate and complex social communications. Every possible resource has to be utilized in bringing about such adequacy.

Modern journalism can help or hinder the schools in achievement of their objectives. Newspapers depend on the schools for development of the reading skills required for newspaper reading. Journalists are in a position to make these reading skills more simple or more difficult of attainment as they wish.

The hope of the educator is that the newspaper mind as it appears today will tend more and more toward making the work of the schools less difficult. There should be no lasting benefit to the press in making itself a menace to the minds of citizens of a democratic state.

Journalists should see the danger in a newspaper mind that stereotypes thinking within dangerous limitations when modern problems must be thoroughly explored. Educators will inevitably seek to break through the menace of the newspaper mind, and in so doing will probably come to open conflict with journalists. There is evidence in the literature that this conflict has already begun.

Educators and editors can cooperate in the educative process or they can attack each other's efforts. The modern newspaper mind is a challenge to both.

## WANT TO BUY A NEWSPAPER

I am looking for a weekly or daily newspaper in the 4,000 to 10,000 circulation class. I want a property that is in a pleasant community where I can make my future home. I am an experienced editor and publisher, responsible, and am interested in talking to a publisher who owns a newspaper that is now a profitable operation. I am interested in a property that can be paid off in no longer than 10 years based on present earnings.

If you are an owner and desire to withdraw from your newspaper field and would like to deal with a young family man who is anxious to become a part of a community and to serve it as a newspaper editor and publisher, please contact me.

Box 2000, The QUILL  
35 E. Wacker Drive  
Chicago 1

## HELP WANTED

We are adding one more man to our editorial staff of a Midwest business publication. Desire someone a year or two out of college who now lives in Midwest, but will consider somebody who is a senior graduate in February or June this year. Write and tell all. Box 1037, The QUILL.

# The Book Beat

By DICK FITZPATRICK

**T**HE business press offers great opportunities for journalism students and recent graduates. It is a field where specialized knowledge can be combined with journalistic ability. The field is big enough and many operations are small enough so that the younger man has a chance to get into a responsible position and make use of a wide variety of talents.

For the person who is interested in this field there is now fortunately an operating "bible." It is Julian Elfenbein's **"Businesspaper Publishing Practice"** (Harper & Bros., New York, \$6.00). Elfenbein is a trade paper editor, teaches at New York University and has written one of the most widely used texts in the field—"Business Journalism" (Harper & Bros.). Few books in journalism cover any field as completely as Elfenbein's latest work does the businesspaper field.

Calling upon his long experience and comprehensive study of the businesspaper field, Elfenbein writes sections that he is most qualified to do and then introduces other subjects

which are discussed by those best equipped to do so.

To indicate the comprehensiveness of the coverage of a subject, in the chapter on public relations Elfenbein himself discusses who is the public and then calls on experts to discuss these problems; public relations and the business paper, a survey of public relations activities of business papers, how to handle inquiries from readers, clerical procedure in reader's service and mechanics of an information file. Discussion of each topic, although short in many cases, is none the less comprehensive.

Elfenbein deserves congratulations for producing a book from which he has taken the pains to edit out the fluff. His selection of material to include is brilliant. His expert job of writing and editing should be a model to all persons who want to write text books and handbooks. Without qualification, this is the book on businesspaper publishing.

**B**ACKGROUND Reading: As far as the general public is concerned, one of the best known names in journalism is that of advice-to-the-lovelorn-columnist, Dorothy Dix. Her story is well told in **"Dear Dorothy Dix: A Story of a Compassionate Woman"** (Doubleday & Company, New York, \$3.50) by Harnett T. Kane and Ella Bentley Arthur. The authors make clear that Dorothy Dix was much more than an advisor to the lovelorn. She helped many people in many ways and her influence was extensive. This biography should have interest for students of journalism because Dorothy Dix is a prototype of all columnists in this area.

Most journalism students would profit greatly by reading a book edited by Charles Hamilton called **"Men of the Underworld: The Professional Criminal's Own Story"** (The Macmillan Company, New York, \$4.50). In this 336-page volume, which includes an excellent glossary of criminal lingo, a bibliography and an index, Hamilton presents the views of forty-two criminals on their methods of operation as well their views of prison life and the future.

As indicated in sociological and psychological studies, a very strong caste system operates in the criminal world. Hearing the words of these forty-two "practitioners" we find ample documentation of the operation of this system.

The importance of this book for the beginning newsman is that it will give him some insight into the type of persons he will be covering as he reports on crime and covers the courts. The book would be of interest to experienced newsmen also, because it might shed a little light on some of the personalities with which they have become acquainted in reporting crime.

Another excellent background book is **"The Development of Economic Thought: The Great Economists in Perspective"** (John Wiley and Sons Inc., New York, \$6.50), edited by Professor Henry W. Spiegel of the Catholic University of America.

This 811-page indexed book presents summaries of the importance of the leaders in each of the following economic schools: the pioneers, the Classicists, Reformers, the Institutionalists, Marginalists and Moderns. From time to time, the book gets highly statistical but it can be read with profit.

Background reading such as this not only helps to understand the economic aspects of American life with which one is reporting but also to give some balance to the seemingly new economic views which from time to time pop up but which in reality are often only age-old economic fallacies.

While many will disagree violently with specifics in the book, most thinking Americans will have to agree that Senator Paul H. Douglas' **"Economy in the National Government"** (The University of Chicago Press, Chicago, Illinois, \$3.75) is a stimulating and honest discussion of an important problem.

The contents of the book were given as the Walgreen Lectures at the University of Chicago by the author who formerly was a professor at that institution. In 277 pages he discusses the growth of federal expenditures as well as going into details on the budget making and appropriation process. He discusses what he calls waste and non-essential expenditures in both military and civilian areas. A section deals with increasing revenue by eliminating loop-holes in the tax laws.

Though he is a politician, Senator Douglas discusses in realistic terms the politics involved in getting a balanced budget.

## CLASSIFIED ADVERTISING

Rates: Situations wanted .08 per word; minimum charge \$1.00. Help Wanted and all other classifications .15 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, The QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

### SITUATION WANTED

Administrative officer with background in Public Relations. Journalism desires position in Public Relations. Experienced in personnel administration. University graduate, 31 years old, married. Presently employed and accustomed to responsibility. Available March 15. Box 401, The QUILL.

Hey, I'm the girl you're looking for. 21, B.A., 12 hours journalism, widely travelled in England, France, and States; with enthusiasm, ideas, and initiative for any journalism job, in D. C. area. Eugene M. Norton, RFD 1, Box 86, McLean, Va.

### HELP WANTED

ASSISTANT EDITOR at the New Jersey Agricultural Experiment Station to edit both scientific and popular publications. Must have college degree, be thoroughly competent in handling the English language, understand something about typography and layout. Knowledge of agriculture desirable. Fine opportunity, congenial staff. Write S. H. Reck, Rutgers University, New Brunswick, N. J.

Chicago news organization desires applications from journalism graduates and men with several years experience who desire to enter the daily newspaper or magazine field. Write Box 1038, The QUILL.

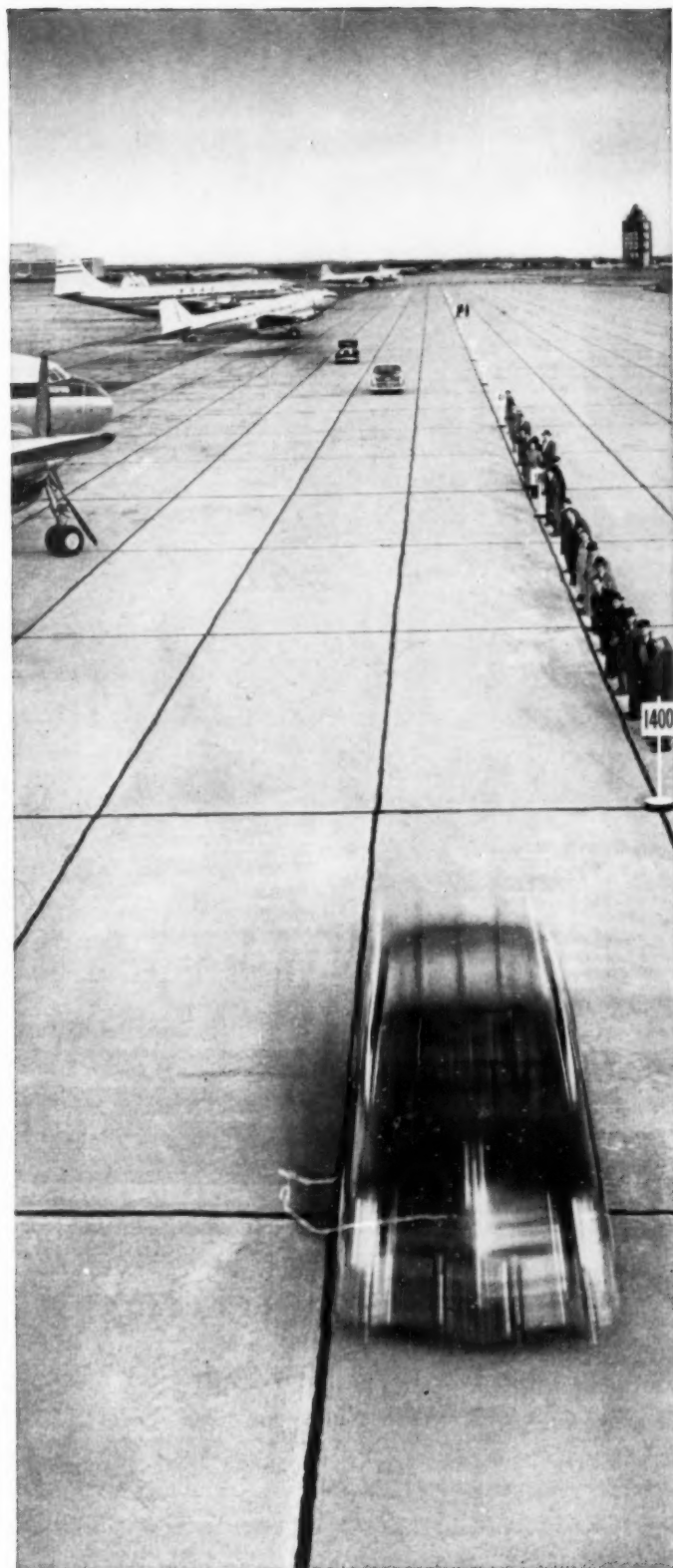
General Office Position at SDX headquarters for bright beginner or experienced girl. Work varies but includes addressograph, typing, mimeographing, filing, editorial. Must be alert, accurate and pleasant. Call or write Victor E. Bludorn, Executive Director, Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Illinois.

## Need Pictures ? ...and FACTS\*?

\*Ask how our creative research could supply your explained need.

For a newspaper or magazine feature, book, advertising or publicity program? See my story on pages 4 and 17 of *Quill* of Oct. 1962 on Washington the world's fact-and-picture capital.  
**H. G. MAAS** 1200 Fifteenth St. N. W.  
WASHINGTON 5, D. C. • EXecutive 8082

THE QUILL for February, 1953



**20 SECONDS AFTER** start of acceleration test, 1953 car with 1953 gasoline pulls far ahead of same model car using 1925 gasoline. Trailing both new cars is an automobile of the twenties fueled with 1925 gasoline. By every test, including ton mileage, today's gasoline proves 50% better than 1925 gasoline.

THE QUILL for February, 1953

## Runway Tests Prove Gasoline 50% Better Than in 1925

**Priced the same as it was then,  
2 gallons now do work of 3**

**Dramatic automobile tests** at New York International Airport, "Idlewild," prove that 2 gallons of today's gasoline do the work 3 gallons did in 1925.

Today's gasoline, these tests show, is worth 50 percent more by every measure of automobile performance and economy — even taking into consideration the great improvement of car engines and designs. To make test results even more remarkable, today's gasoline still costs about the same as gasoline did in 1925 — *only taxes are higher*. In the same period the price of most things you buy has gone up sharply.

**This increase in gasoline quality** has been the direct result of constant competition in every branch of the oil industry. Every day, oilmen try to win your business by doing their jobs better, faster, more efficiently.

That's why you get the finest oil products at the world's lowest prices. And this is just one way you benefit from the American system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

**For a free booklet** about the improvements in today's gasoline, "2=3," write to Oil Industry Information Committee, American Petroleum Institute, Box 62, 50 West 50th St., New York 20, N. Y.



**1953 GASOLINE** is an outstanding buy. While general living costs in the U. S. have jumped 52.2% since 1925, gasoline today is priced about the same as gasoline was then — *only the taxes are higher*.



# hey, Rube!

Once in a while we get into a bit of warm water just as any good newspaper is wont to do when it reports the news without fear or favor.

We printed a story a while back reporting a meeting of newspaper editors. Some of them voiced their resentment at the way a certain Governor conducted his press relations. He, in turn, speaking at another meeting of newspaper people, had a number of things to say in rebuttal and he used our original story as the basis of his text.

No one got hurt through all this, of course—matter of fact, it did a world of good to air the whole affair. However, you can

imagine how lively it was around our offices for a spell. Well, sir, we wouldn't have it any other way. Who wants a life that's dull as dish water?

And that's why so many newspapermen, advertisers, and other interested folk relish **EDITOR & PUBLISHER** week in, week out. It's lively, it's colorful, it's authentic, it's informative, it's educational, it's entertaining—well, it's the only place where you can find out everything that goes on in the exciting newspaper world.

Gosh, maybe we shouldn't charge *so little* for a year's subscription to **E & P**! It's *only* \$6.50 for 52 news-packed issues, you know. Have you ordered yours?

*The spot news paper of the newspaper and advertising fields*

## **EDITOR & PUBLISHER**

**TIMES TOWER • TIMES SQUARE • NEW YORK 36, N. Y.**



**Subscription rates—\$6.50 in U. S. and possessions, Canada, Mexico, Central and South America, Spain, and the Philippines; other countries, \$7.50.**